

## **REMARKS**

Applicants respectfully request reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow.

Claims 36-37 and 46-52 are currently being amended. Claims 45 and 48 are currently being cancelled. Support for amendments can be found in previously presented (now cancelled) claims 45 and 58. No new matter is added. No new search is needed.

This amendment adds, changes and/or deletes claims in this application. A detailed listing of all claims that are, or were, in the application, irrespective of whether the claim(s) remain under examination in the application, is presented, with an appropriate defined status identifier.

After amending the claims as set forth above, claims 36-42 and 46-57 are now pending in this application. Claims 1-35, 43-45 and 58 are cancelled.

### ***Claim Rejections under 35 U. S. C. § 112***

Claims 48-51 are rejected under 35 U.S.C. 112, second paragraph. Claims 48-51 are amended to correct the clerical errors as pointed out by the Examiner. No new matter is added. No new search is needed.

Applicants respectfully request a withdrawal of the 112 rejections in view of the amendments.

### ***Claim Rejections under 35 U. S. C. § 103***

Claims 36-42 and 45-48 are rejected under 35 U.S.C. 103(a) as being unpatentable over Chan et al. (U.S. 2002/0,068,585, hereinafter “Chan”) in view of Hendrey et al. (U.S. 6,647,269, hereinafter “Hendrey”). Claim 57 is rejected under 35 U.S.C. 103(a) as being unpatentable over Chan in view of Hendrey, further in view of Yasui et al (U.S. 6,493,458, hereinafter “Yasui”). Applicants respectfully traverse.

Claim 36 recites “generating content to be distributed to a processing target user terminal of said plurality of user terminals, based on an action log and a user attribute of a

user of said processing target user terminal, the user attribute being selected from age, gender, or combination thereof.” In other words, a combination of an action log and a user attribute are based on for generating content to be distributed.

On Page 3 / Lines 1-3 of this Office Action, the Examiner points to Fig. 4-6 and [0026] – [0034] of Chan and alleges that Chan teaches generating content for distribution to processing target user terminal of said plurality of user terminals, based on an action log and a user attribute of a user of said processing target user terminal. Applicants respectfully disagree. Specifically, Paragraph [0026] of Chan reads (Emphasis provided):

“A fast and convenient local information search system and method is provided for mobile information device user who is able to search and efficiently retrieve the information corresponding to user's current location from Internet.”

Throughout Paragraph [0026] –[0034] and Figs. 4-6, Chan is *silent* on at least “a user attribute selected from age, gender, or combination thereof,” as recited in claim 36. Indeed, throughout its disclosure, Chan *never* teaches using a combination of an action log and a user attribute of age and/or gender as a criteria for the information distribution.

True, Chan teaches using person information for dating service, finding a job, and finding a doctor. However, in these embodiments, the use of an action log is *not* disclosed or suggested. See paragraphs [0054-0058] of Chan, for example, whereby paragraph [0054] was cited against claims 45 and 58. Applicant respectfully submit that none of the embodiments of Chan teaches generating content to be distributed based on a combination of an action log and a user's age and/or gender.

Thus, Applicants respectfully submit that Chan *fails* to teach “generating content to be distributed to a processing target user terminal of said plurality of user terminals, based on an action log and a user attribute of a user of said processing target user terminal, the user attribute being selected from age, gender, or combination thereof,” as recited in claim 36.

Hendrey and Yasui are cited for disclosing other features of the claim, but fail to cure the deficiencies explained above.

Independent claims 46-47 and 52 and the dependent claims recite analogous features, and thus are patentable on the same basis.

**Conclusion**

Applicants believe that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing or a credit card payment form being unsigned, providing incorrect information resulting in a rejected credit card transaction, or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicants hereby petition for such extension under 37 C.F.R. §1.136 and authorize payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

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